

Canal Convergence Water + Art + Light 2017





Canal Convergence | Water + Art + Light

February 23-26, 2017 | 4-10 p.m. daily | Scottsdale Waterfront



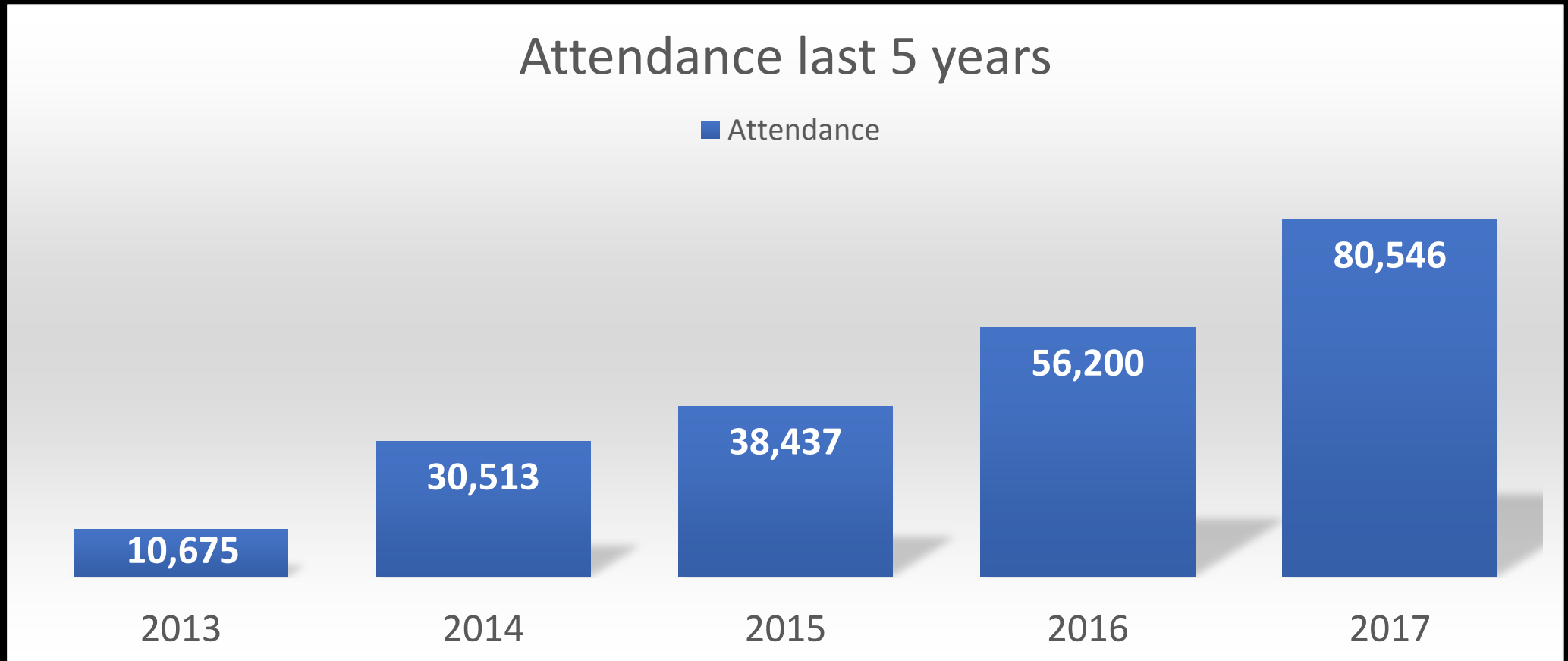


Event Attendance

Canal Convergence | Water + Art + Light
February 2017

80,546

TOTAL ATTENDANCE





Budget

Canal Convergence | Water + Art + Light
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\$343,000

Actual Cost of Canal Convergence

\$271,000

Canal Convergence Expenses

* off-set by sponsorships, grants, donations, in-kind



Sponsorships

Canal Convergence | Water + Art + Light
February 2017



SPONSORSHIPS & IN-KIND

SRP	\$40,000.00
PHX Architects	\$5,000.00
Magnum cash & in-kind	\$20,000.00
Billie Jo and Judd Herberger	\$50,000.00

GRANTS

City of Scottsdale Matching Grant	\$100,000.00
Matching Funding	\$100,000.00
National Endowment for the Arts	\$30,000.00
Nationwide	\$15,000.00
Arizona Commission on the Arts	\$8,000.00



Marketing

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- **Paid Digital and Print Ads/Email Campaigns: Phoenix New Times, Modern Luxury, NPR, Public Art Review, Arizona Republic, Java Magazine, and City of Scottsdale Water Bill Insert**
 - **Cost: \$17,776 – Amount Paid: \$7,286**
- **Programmatic Campaign: National and Local Targeted Digital Ads**
 - **National Campaign Amount Paid: \$3,000**
 - **Local Campaign Amount Paid: \$5,500**
- **Marketing: PR Services and Newswire**
 - **Amount Paid: \$12,000**
- **Facebook: Sponsored Posts**
 - **Amount Paid: \$250**
- **Making of Canal Convergence Video**
 - **Amount Paid: \$4,568**
- **Canal Convergence Event Photography and Video**
 - **Amount Paid: \$4,580**

Total Cost: \$47,674

Total Amount Paid: \$37,184





Press Coverage

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Online

- ABC 15, Phoenix New Times Arts and Culture, AZ Central, Arizona Foothills Magazine, etc.

Print

- So Scottsdale, Modern Luxury, Arizona Republic, Alaska Airlines, etc.

TV

- 12 News, ABC 15 and Arizona 7

• ARTICLE

Here's the 2017 Lineup for Canal Convergence in Scottsdale

4 months ago by Lynn Trimble
Mark your calendar.

CULTURE NEWS, EVENTS, PERFORMANCE ART, VISUAL ARTS



• ARTICLE

Canal Convergence 2017 in Scottsdale: A Field Guide to the Free Art Event

13 days ago by Lynn Trimble
Everything you need to know.

ART, CULTURE NEWS, EVENTS, PERFORMANCE ART, VISUAL ARTS



Home > Art > Galleries and Events > Canal Convergence 2017 the Best Yet!!

Canal Convergence 2017 the Best Yet!!

Nicole Royse



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The return of the highly anticipated Canal Convergence featured four wonderful days and nights of dazzling multimedia artworks, music, dance and more.

JASON ROSE MY TURN

Canal Convergence has extraordinary potential



In 2010, Scottsdale voters wisely doubled down on the city's most important industry: tourism. Taxes charged on hotel rooms were increased, accelerating revenues for programs, marketing and new projects to advance Scottsdale tourism.

The results have generally been positive, from new facilities like the Tony Nelsen Equestrian Center at WestWorld to the Smithsonian-affiliated Museum of the West in downtown Scottsdale to compelling new events like the Bentley Scottsdale Polo Championships at WestWorld, which, in full disclosure, my company founded.

The increased funds have also allowed the city to better advantage mega events like Super Bowls, college football championships, Final Fours and the like.

To be clear, there have been hiccups with the use of the funds, a case in point being the inane decision to fund a food festival owned by a national conglomerate at a competitive property on the Salt River Pima Maricopa Indian Community after the event abandoned Scottsdale.

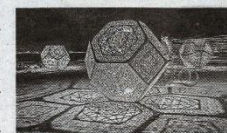
But you don't throw babies out with the bathwater, and the underlying wisdom of the voter's direction in 2010 remains. Don't rest on our laurels. Invest in the city's bread and butter.

Taking it easy is easier to do in a community like Scottsdale that already boasts world-class offerings like Barrett-Jackson, the Waste Management Phoenix Open, the Scottsdale Arabian Horse Show, spring training and the McDowell Sonoran Preserve.

So when an inventive idea like Canal Convergence emerges and progresses to the point of perhaps one day joining this pantheon, it's time to find ways both privately and publicly to help it get into this event caste system, which it has the potential to do.

Those who missed the ingenuity of Scottsdale's Public Art Program on display in February at the Waterfront denied themselves the very essence of art, its beauty and its inspiration.

And one doesn't have to be a hotshot owner of special events to recognize how great the event's opportunity is for Scottsdale, around Arizona and even the country. It epitomizes so much of what makes the city great, from the creative urban planning that led to the Waterfront



"HYBYCOZO" by Yelena Filiphuk and Serge Beaulieu was part of Scottsdale's Canal Convergence on Feb. 23-26.

to pioneering arts programs that set Scottsdale apart.

A few years back, my wife and I stumbled upon a most unexpected site in Medellin, Colombia: illuminated art in the city's river flanked by tens of thousands of vendors, people and elements. The art seemed to go on forever. Apparently, much of it is made possible by the city's large utility, not unlike Salt River Project's willingness to share the city's vision for its canal banks.

Although Medellin's scale was far beyond what Canal Convergence is today, that doesn't necessarily mean this will always be the case. And it shouldn't. Indeed, the potential of Canal Convergence is extraordinary.

In future years, the canvas could be extended farther west to Indian School Road. And east, across Camelback Road. And with greater city and private-sector support, the frequency and duration of Canal Convergences, note the plural, can be another great catalyst for the community.

By so doing, it can also help the city finally realize the great potential of its Waterfront vision.

Yes, there are some nice residences, offices and eateries in the area, but it has largely operated more like a Bentley in third gear, especially since the insidious apartment complex was built across from Olive & Ivy.

I digress. For these words are meant to congratulate Scottsdale Public Art, its Canal Convergence and to get everyone in the city thinking big about its next big thing.

Jason Rose is president and co-founder of Rose+Moore-Allyn Public & Co-Relations.



Social Media

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- **Facebook:**
 - Month of February: Reach of 48,000 people (paid and organic), 11,000 responding with likes, shares, comments
 - Canal Convergence page: Feb. 26 total organic reach of 39,451
 - Combined Canal Convergence related video views: 14,000
- **Instagram:**
 - Month of February: Gained 130 followers (total: 1,510)
 - #CanalConvergence: 1,279 (485 from 2017) #CanalConvergence2017: 340
 - Canal Convergence Location Tag: 431





Featured Installation: *Polygonum 2.0* by Tom Dekyvere

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Installations Along the Canal Banks and in the Sky

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Artist-Led Dance and Art-Making Workshops

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Conversations with the Artist: Canal Convergence

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Twilight Dance Performance, Live Music & Special Events

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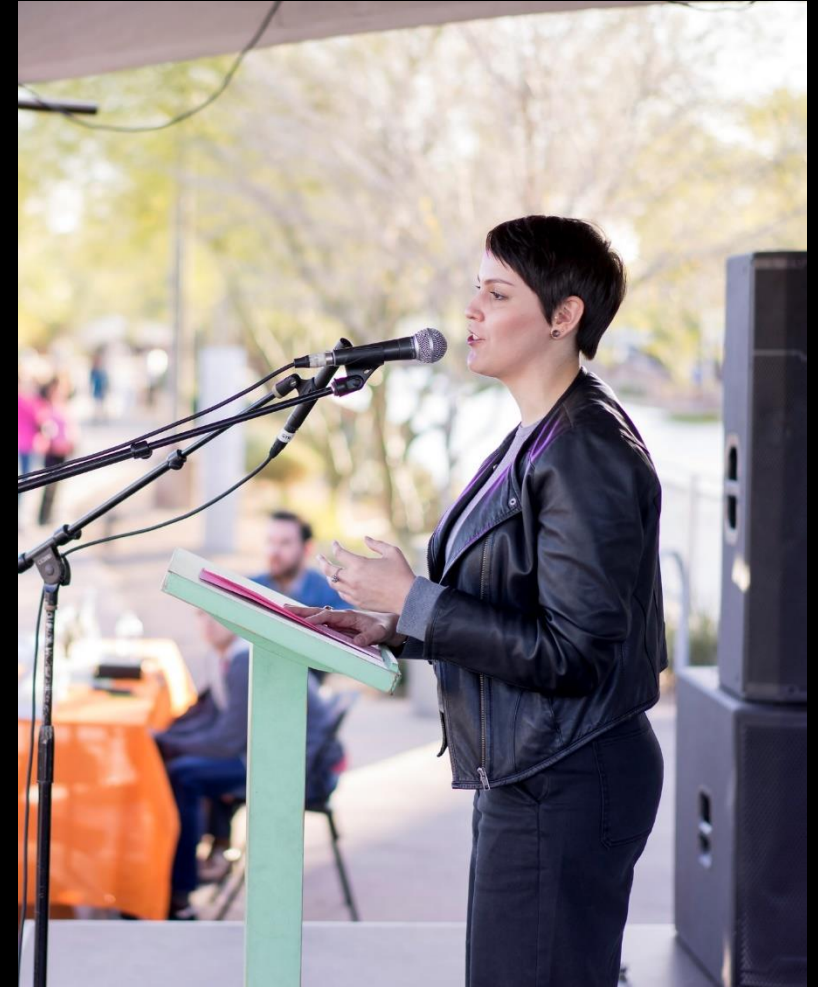
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Collaboration

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HYBYCOZO
by Yelena Filipchuk and Serge Beaulieu



Moonflower
by Lee Yun Qin



The Making of Canal Convergence 2017

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